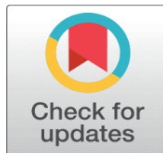
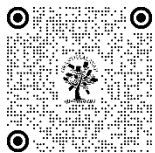


THE INFLUENCE OF ONLINE ADVERTISING ON THE PURCHASING DECISIONS OF HOMEMAKERS IN JAIPUR CITY

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ABSTRACT

The rapid growth of digital technology and the widespread adoption of the Internet have significantly altered consumer behavior, particularly among homemakers in urban areas. As the digital landscape evolves, it has reshaped the way individuals access information, interact with brands, and make purchasing decisions. This transformation is especially pronounced among homemakers, who are increasingly turning to online platforms to manage household responsibilities and make informed choices about products and services. This research paper examines the influence of online advertising on the purchasing decisions of homemakers in Jaipur City, a rapidly urbanizing region in India. Homemakers play a pivotal role in household purchases, making them a critical demographic for marketers to target. Traditionally seen as the primary decision-makers for a wide range of household needs—from groceries and daily essentials to larger investments like electronics and home furnishings—homemakers are now also engaging with digital content that influences their choices. The study explores how various forms of online advertising, including social media advertisements, search engine marketing, and e-commerce promotions, impact their buying behavior. The data was collected through structured questionnaires and in-depth interviews. The questionnaires focused on online shopping frequency, types of products purchased, brand preferences, and the influence of online ads on homemakers in Jaipur. This study aims to understand how online advertisements influence homemaker's choices. This research underscores the importance of understanding the unique preferences and behaviors of homemakers to optimize digital marketing strategies.

Keywords: Online Advertising, Purchasing Decision, Homemakers, Jaipur, Consumer Psychology

1. INTRODUCTION

In the rapidly evolving digital landscape, the traditional methods of advertising have been complemented and, in some cases, replaced by online advertising. The Internet has become a powerful medium for businesses to reach potential consumers, and homemakers are no exception to this trend. Online advertising encompasses a range of strategies, including display ads, social media marketing, search engine marketing, and email marketing, all aimed at influencing the consumer's buying behavior (Bhatia, 2019). The rise of e-commerce platforms has further fueled this trend, offering convenience and a variety of choices that are often accompanied by targeted online advertisements. These ads are

designed based on user behavior, preferences, and demographics, making them more relevant and impactful (Kumar & Sharma, 2018). Homemakers, who traditionally played a key role in household purchasing decisions, are now increasingly engaging with these digital platforms, making them a prime target for online advertisers. The emergence of the internet and the widespread use of digital devices have significantly transformed the way consumers approach their purchasing decisions (Kaur & Medury, 2011). Homemakers, in particular, have become a key target for online advertisers, as they often play a central role in household purchasing decisions (Ismail et al., 2023). Existing studies have highlighted that the internet and online advertising can significantly influence the purchasing behavior of consumers, including teenagers and their impact on family purchases. (Kaur & Medury, 2011)

The advent of the internet has significantly simplified and accelerated various tasks. It has evolved beyond merely serving as a tool for information retrieval; it now facilitates social interactions, communication, business transactions, and reconnections with old acquaintances (Ciboh, 2015). Digital inclusion presents numerous advantages for societies, including enhanced access to information, communication, educational resources, and business opportunities (Choudhury, 2004; Hasan, Md., 2008). Technology can assist homemakers in organizing their daily activities (Divatia A. and Patel M., 2017). This is achievable through the utilization of online platforms and applications, which enable homemakers to access all their needs with a single click, delivering them directly to their homes. The emergence of online retailers such as Myntra, Flipkart, Snapdeal, Jabong, and Amazon has significantly increased consumer choice and convenience (Hynes and Rommes, 2006). A growing number of offline businesses are transitioning to the online marketplace. With the rise of smartphones and 3G broadband services, an increasing number of consumers are opting for online shopping to meet both everyday and fashion-related needs (Agarwal et al., 2014). Individuals with minimal or no entrepreneurial experience can establish businesses from home using social media platforms like WhatsApp and Instagram, or through e-commerce sites at a low cost. Online consumer behavior exhibits both similarities and differences compared to traditional consumer behavior. The Internet serves as a primary means of global communication, streamlining various tasks (Sharma & Sharma, 2018). Homemakers leverage internet platforms for online payments, purchasing goods, sending messages, researching new information, submitting applications, assisting children with homework, and participating in online classes and examinations. Consequently, familiarity with the internet and online services is essential for homemakers to efficiently manage their household responsibilities. The significance of the Internet has been recognized (Koufaris, 2002).

Changing Role of Homemakers

The role of homemakers in the digital age is undergoing a significant transformation, particularly in how they interact with online advertisements. Traditionally viewed as the primary decision-makers for household purchases, homemakers are increasingly engaging with digital platforms to access information, compare products, and make informed choices. The advent of smartphones and the internet has made it easier for homemakers to access information, compare products, and make informed decisions (Varma & Agarwal, 2014). The influence of online advertising on these homemakers is a subject of growing interest, as it sheds light on the changing dynamics of consumer behavior (Kumari, 2021).

As a result, online advertisements have become a crucial tool in shaping their purchasing decisions. These advertisements are no longer just about product promotion; they are tailored to resonate with homemakers' values, lifestyles, and needs. This shift reflects a broader change in the consumer landscape, where homemakers are now active participants in the digital economy, leveraging online resources to manage their households more effectively. This paper explores the evolving role of homemakers in online advertising and its implications for marketers (Singh, 2018).

Significance of the Study

Understanding the Purchasing Decisions of homemakers is crucial for businesses and marketers. Homemakers are often the primary decision-makers regarding household purchases (Rahaman & Janet Mary 2019). Their buying behavior is influenced by various factors, including cultural values, social norms, and now, increasingly, online advertisements. By studying this behavior, businesses can tailor their marketing strategies better to meet the needs and preferences of this demographic (Selsa & Usha, 2022).

2. REVIEW OF LITERATURE

Behavior Smith and Taylor (2019) conducted a comprehensive study on how online advertising affects consumer behavior, with a particular focus on gender differences. Their research highlighted those women, especially homemakers, are more susceptible to online advertisements due to their frequent interaction with digital platforms. The study found that visual and emotional appeal in online advertisements significantly influences homemakers' purchasing decisions, often leading to impulsive buying behavior. The authors emphasize that the accessibility and convenience offered by online shopping platforms enhance the effectiveness of these advertisements, making them a powerful tool for influencing buying behavior. In this context Gupta and Verma (2020) report in their research paper the role of digital media in the consumer decision-making process. Their study specifically looked at homemakers in urban India, including cities like Jaipur. They found that online advertisements play a crucial role at various stages of the decision-making process—awareness, consideration, and purchase. The research indicated that homemakers are particularly influenced by peer reviews, product ratings, and social media promotions, which are often integrated into online advertisements. This integration has reshaped the way homemakers approach purchasing, shifting from traditional word-of-mouth to digital recommendations. Johnson and Lee (2018) states that the effectiveness of targeted online advertising on different demographic groups, including homemakers. The study found that personalized ads, which are tailored based on browsing history and preferences, significantly impact the purchasing behavior of homemakers. The authors noted that in Jaipur, where traditional values are prominent, targeted online ads that resonate with cultural and local sensibilities are more effective in influencing homemakers' buying decisions. This suggests that culturally relevant content in advertisements can enhance their impact on this demographic. Sharma and Mehta (2021) conclude in their research that the level of trust homemakers place in online advertisements, particularly in the context of Jaipur city. Their findings suggest that while online advertisements are influential, the trust factor plays a significant role in the decision-making process. The study highlighted that homemakers in Jaipur are cautious about online advertisements due to concerns over product authenticity and quality. However, the presence of well-known brands and positive reviews often mitigates these concerns, leading to a higher likelihood of purchase. Kumar and Jain (2022) discuss the role of social media in shaping the buying behavior of homemakers. Their study indicated that platforms like Facebook, Instagram, and Pinterest are not just social networking sites but also major influencers in the buying decisions of homemakers. The research showed that social media ads, particularly those with influencer endorsements, have a strong impact on homemakers in Jaipur. The visual appeal and interactive nature of these platforms make them effective in capturing the attention of homemakers, often leading to increased brand awareness and product purchases.

RESEARCH PROBLEM

The challenge lies in identifying how online advertising influences homemakers' buying behavior. The study will focus on how advertisements impact their preferences, decision-making processes, and overall shopping preferences.

RESEARCH METHOD

Objectives: The primary aim of this study is to explore and analyze the impact of online advertising on the buying behavior of homemakers in Jaipur City. Specific objectives include:

1. To analyze the influence of online advertisements on homemakers' buying behavior in Jaipur.
2. To identify the types of online advertisements that are most effective in influencing this demographic segment.
3. To assess the role of social media, search engines, and e-commerce websites in shaping buying decisions.
4. To evaluate the impact of online discounts, promotions, and personalized ads on homemakers' purchasing behavior.

Universe: Internet Users (Homemakers) in Jaipur.

Sample Selection: A sample of 100 homemakers from various socio-economic backgrounds in Jaipur was selected for this study. The participants were chosen based on their exposure to the Internet and online shopping activities.

Method: Data was collected through structured questionnaires and in-depth interviews. The questionnaires focused on online shopping frequency, types of products purchased, brand preferences, and the influence of online ads. The interviews aimed to explore the personal experiences of homemakers with online advertising.

Data Analysis: Quantitative data was analyzed using statistical tools, while qualitative data from interviews was thematically analyzed to identify recurring patterns and insights.

3. RESULT AND DISCUSSION

Jaipur, a city rich in culture and tradition, presents a unique case study to analyze the impact of online advertising on homemakers. This paper aims to delve into how online advertising affects the purchasing decisions of homemakers in Jaipur, considering their socio-economic background and exposure to digital media.

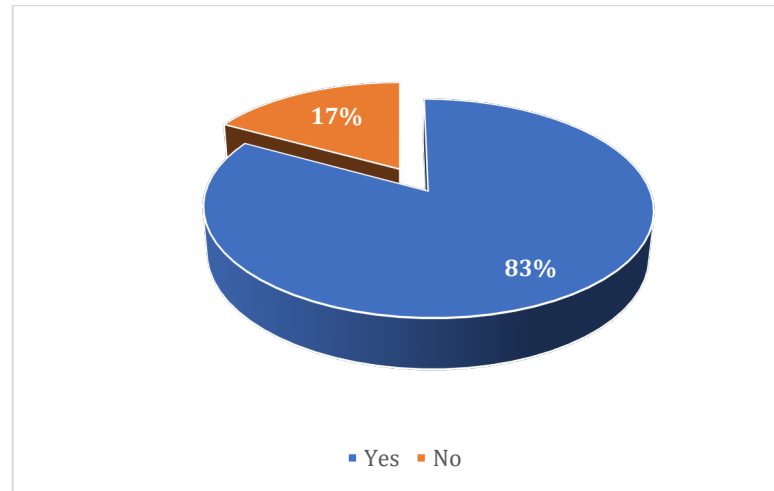


Figure 1. Influence of online advertisements regarding purchasing decisions for online shopping

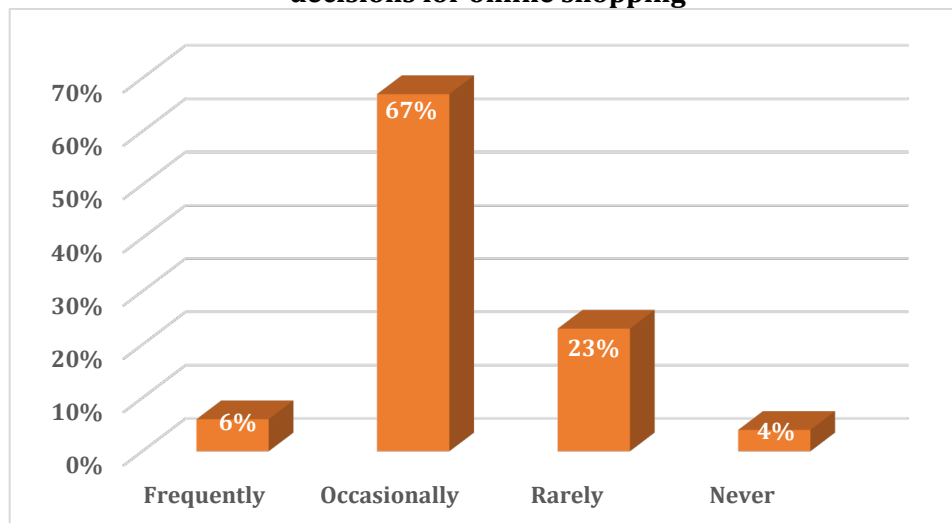


Figure 2. Purchases based on online advertising

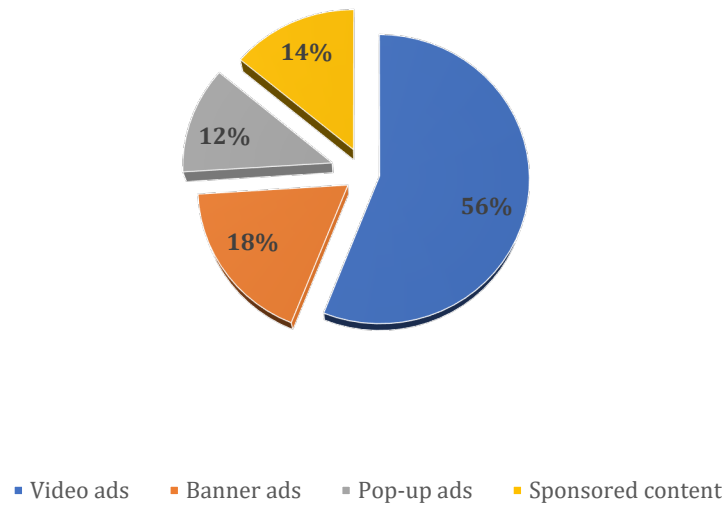


Figure 3. Most convincing type of online advertisement

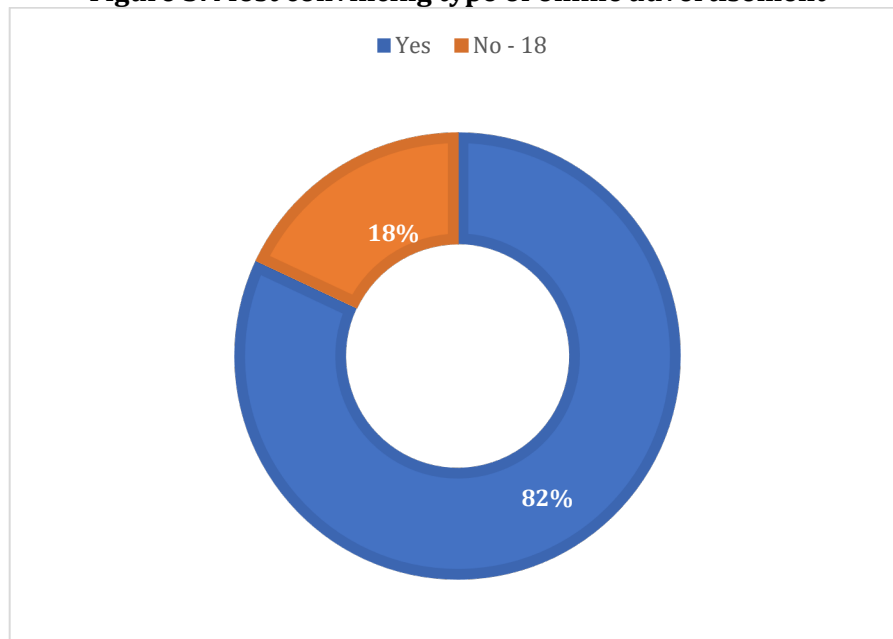


Figure 4. Trust an online advertisement featuring customer reviews.

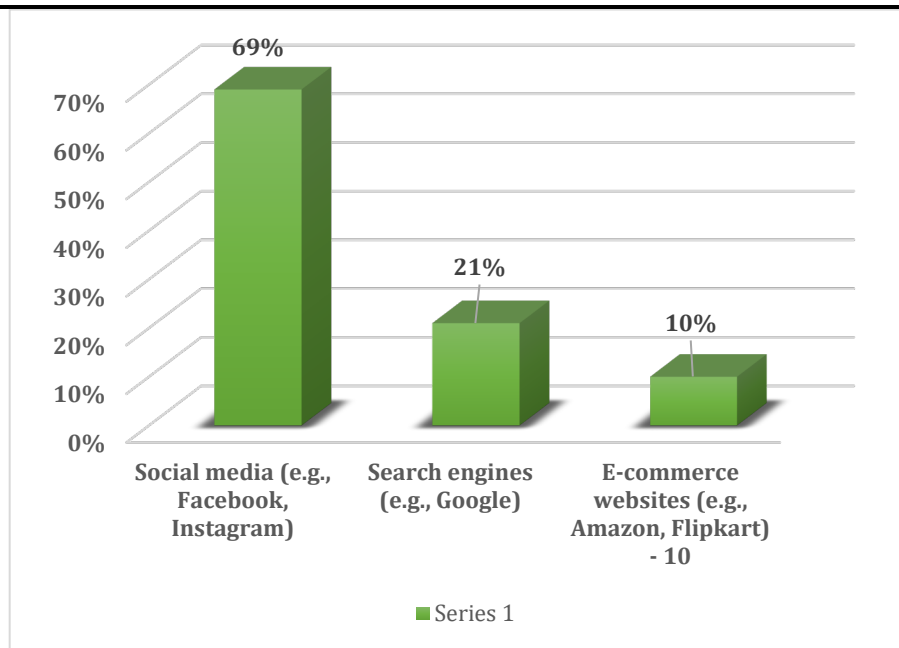


Figure 5. Use of online platform to discover new products

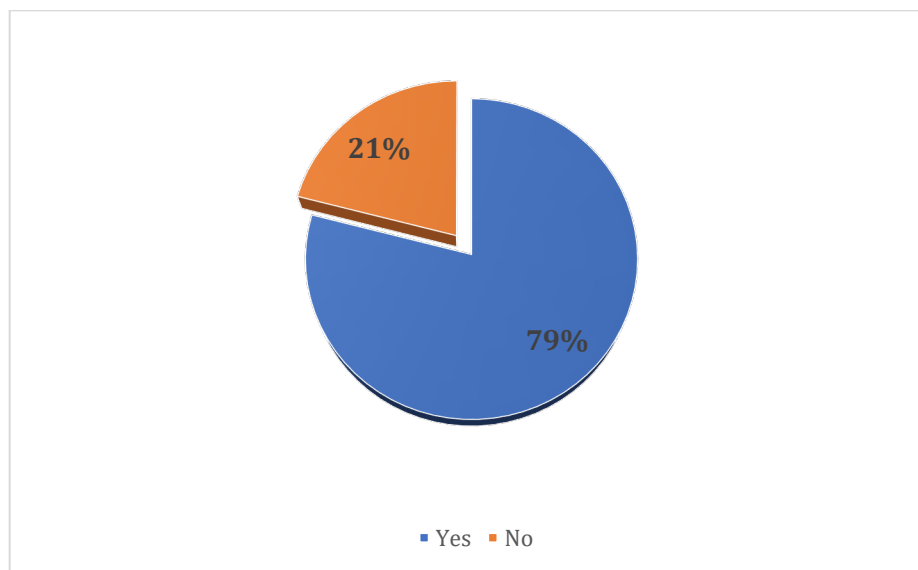


Figure 6. Following social media to stay updated on their products and promotions

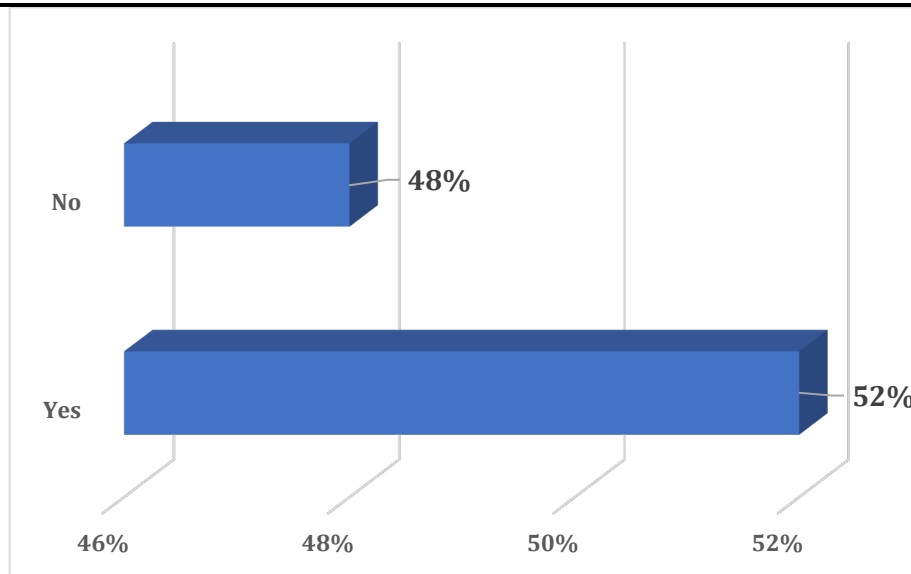


Figure 7. Purchasing through social media advertisements

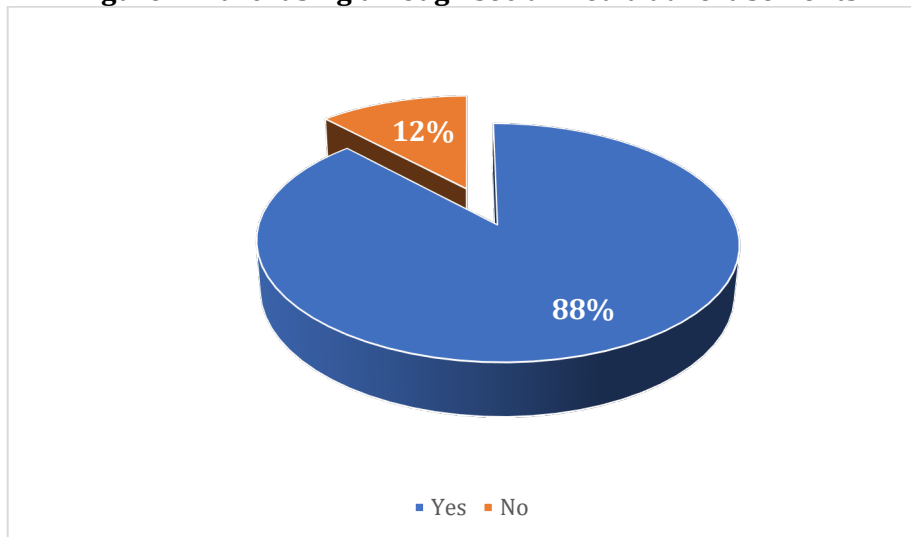


Figure 8. Purchasing a product when there is an online discount

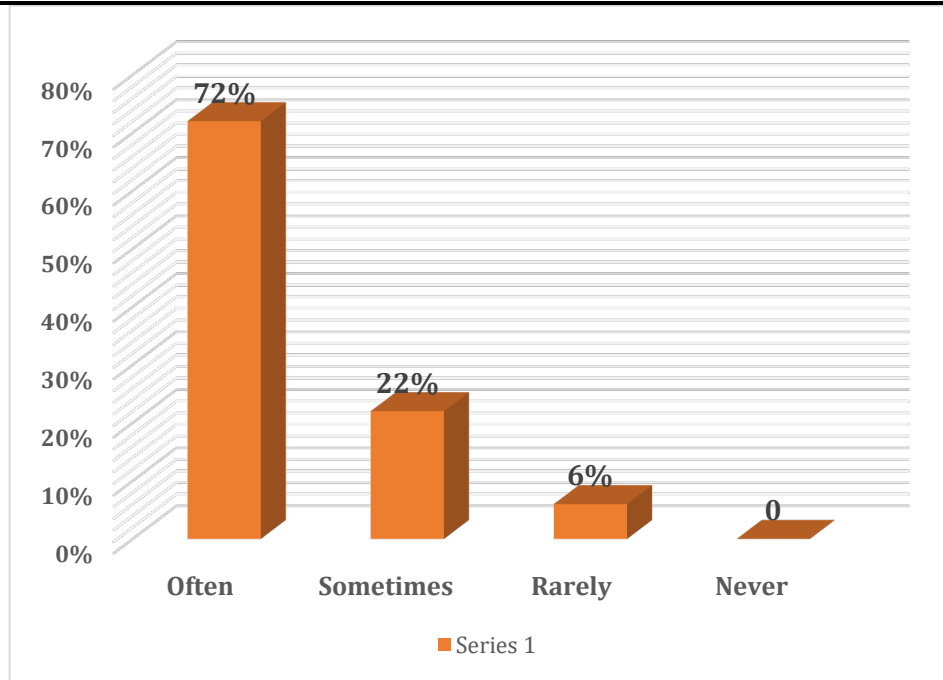


Figure 9. Response towards personalized ads (ads tailored to your interests)

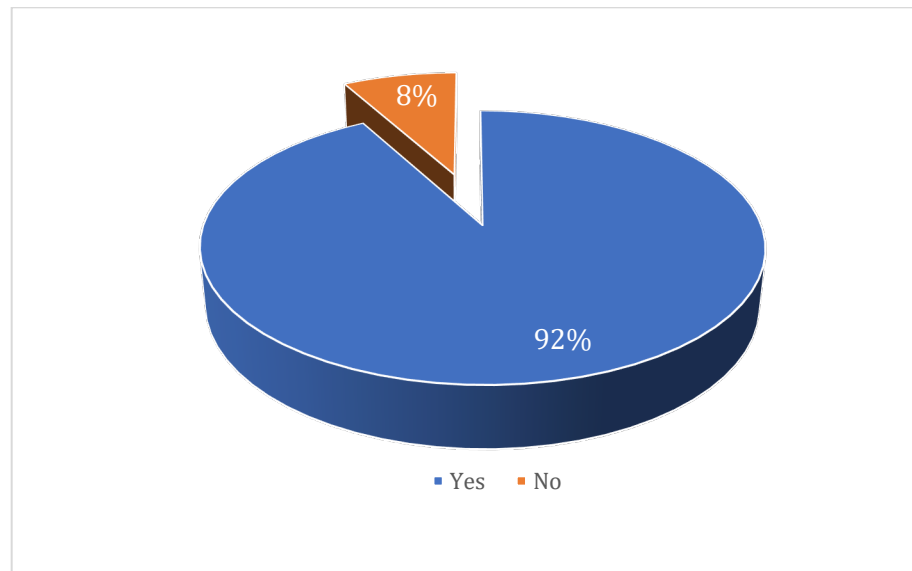


Figure 10. Influence of online promotion and discount on the decision to purchase from a specific website

During the analysis of data, it was found that online advertisements influence homemakers' purchasing decisions when they shop online. The data indicates that most respondents acknowledge that online advertisements play a crucial role in their decision-making process. (Figure 1). Here, Figure 2 provides insight into the frequency of homemakers making purchases based on online advertising. The results show that 67% of respondents occasionally buy products they have seen advertised online. This underscores the effectiveness of online advertisements in converting awareness into actual purchases, highlighting the importance of targeted and persuasive advertising in digital marketing. Figure 3 identifies the types of online advertisements that homemakers find most convincing. The data reveals that 56% of respondents prefer certain advertisement formats, with video advertisement content emerging as particularly persuasive. This indicates that dynamic and interactive formats are more effective in engaging homemakers and influencing their purchasing decisions. Analysis of Figure 4 examines whether homemakers are more likely to trust online advertisements that include customer reviews. The analysis shows a strong correlation between the presence of customer reviews and increased trust in ads. Figure 5 clearly indicates that 69% of respondents use social media to discover new products. The data shows that social media platforms and search engines are the most popular sources for product discovery, followed closely by e-commerce websites. This trend highlights the importance of maintaining a strong online presence across multiple platforms to effectively reach and engage with homemakers. It is clear from Figure 6 that the behavior of homemakers in using social media to stay informed about products and promotions. A significant number of respondents report following brands on social media. Figure 7 reveals that a considerable proportion of respondents have made purchases directly through ads seen on social media platforms. This indicates the growing influence of social media advertising in driving sales and the importance of targeting this demographic with relevant and appealing content. As mentioned in Figure 8 that a strong preference for discounted products, with many respondents indicating that they are more likely to purchase items when offered at a reduced price. This highlights the effectiveness of discounts and promotions as a strategy to attract homemakers and encourage purchases. The data of Figure 9 reveals analyzes homemakers' responses to personalized advertisements. The data suggests that personalized ads are generally well-received, with a significant portion of respondents indicating that they often or sometimes respond to these tailored messages. This indicates that personalization is a valuable tool in digital advertising, enhancing relevance and engagement among homemakers. Figure 10 indicates whether online promotions and discounts influence consumers' decisions to purchase from specific websites. The figure likely shows that a majority of respondents are swayed by such offers, indicating that promotional tactics are key drivers of website-specific traffic and sales. The analysis reveals that promotions and discounts are key factors in guiding homemakers' choice of where to shop online.

MAJOR FINDINGS

- The analysis indicates that online advertisements have a considerable impact on the purchasing decisions of homemakers in Jaipur. A large proportion of respondents reported that their buying behavior is frequently influenced by online advertisements.
- Homemakers are more likely to trust online advertisements that feature customer reviews. The presence of positive reviews and ratings enhances the credibility of advertisements and influences purchasing decisions.
- Social media platforms like Facebook and Instagram are major influencers in the buying decisions of homemakers. Advertisements on these platforms, especially those with influencer endorsements, have a strong impact on brand awareness and product purchases.
- Personalized advertisements, tailored based on browsing history and preferences, significantly impact homemakers' purchasing behavior. These advertisements are more relevant and effective in capturing their attention and driving purchases.
- Online discounts and promotions are powerful motivators for homemakers. A substantial number of respondents are more likely to make purchases when offered discounts, highlighting the effectiveness of promotional strategies.
- Homemakers use online platforms extensively to discover new products. Search engines and e-commerce websites are primary sources for finding and researching products before making a purchase.

4. CONCLUSION

This research paper explored the evolving role of homemakers in Jaipur City concerning online advertising and its impact on their purchasing decisions. The study revealed that online advertisements are a significant factor influencing

homemakers' buying behavior, with a substantial majority acknowledging the role of digital ads in their decision-making processes. Key findings indicate that video ads and sponsored content are particularly persuasive, highlighting the importance of dynamic and engaging advertisement formats. The presence of customer reviews further enhances trust in online advertisements. Social media platforms and search engines are primary channels for discovering new products, and homemakers actively follow brands on social media to stay informed about promotions and updates. The study also underscores the impact of online discounts and personalized ads on purchasing behavior. Discounts are a strong motivator for purchases. Overall, the research highlights that targeted and relevant online advertising strategies are crucial for effectively reaching and influencing homemakers.

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CONFLICT OF INTEREST:

None.

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